

### In The Claims

1.-22. (Cancelled)

23. (Currently amended) A method performed by an information processing system ~~application service~~ for generating presentation data, the method comprising steps of:  
parsing a markup-language template to identify a set of elements that form a unique key,  
wherein the set of elements comprising include a group name, a subgroup name, and a  
sequence element;  
retrieving a value from a data store using the unique key; and  
~~generating presentation data from the template by~~  
replacing the set of elements in the markup-language template with the retrieved value.

24. (Currently amended) The method of claim 23, ~~further comprising steps of:~~  
providing transmitting the presentation data template to a client within a using a  
messaging protocol framework message; and  
~~generating display elements at the client based at least in part on the provided~~  
presentation data.

25. (Currently amended) The method of claim 23, wherein the parsing of the template step  
comprises parsing the template with the set of elements where the set of elements is  
encapsulated in ~~an~~ one or more extended markup language tags such that the template is  
compatible with an XML markup language standard.

26. (Currently amended) The method of claim 23, wherein:  
the information processing system ~~application service~~ comprises a web server for  
generating web page content; ~~and~~  
~~the generating step comprises generating web page content from the presentation data.~~

27. (Currently amended) The method of claim 24, wherein:

the information processing system ~~application service~~ comprises a web server for generating web page content;

the transmitting of the template to the client ~~providing step~~ comprises providing the ~~presentation data template~~ to a web client ~~within~~ using the messaging ~~framework~~ message protocol; and

the generating of the display elements ~~step~~ comprises generating a web page at the web client based at least in part on the provided ~~presentation data template~~.

28. (Currently amended) The method of claim 27, wherein the transmitting of the template to the web client ~~providing step~~ comprises providing the ~~presentation data template~~ to a the web client within the messaging framework ~~message protocol~~ compatible with a HyperText Transport Protocol (HTTP) standard.

29. (Previously presented) The method of claim 23, wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.

30. (Cancelled)

31. (Currently amended) A computer readable medium tangibly embodying instructions for generating presentation data that ~~which~~, when executed by ~~the computer~~, implement the a suitably programmed information processing system, cause the system to perform a method of claim 23 comprising:

parsing a markup-language template to identify a set of elements that form a unique key, wherein the set of elements include a group name, a subgroup name, and a sequence element;

retrieving a value from a data store using the unique key; and

replacing the set of elements in the markup-language template with the retrieved value.

32.-39. (Cancelled)

40. (Currently amended) An information processing system ~~having an application service provider (ASP)~~, comprising:
- a data store; and
  - an application service function ~~configured to~~ that includes:
    - (i) a parser configured to parse a template to identify a set of elements that form a unique key, the set of elements comprising a group name, a subgroup name, and a sequence element,
    - (ii) a retriever configured to retrieve a value from the data store using the unique key, and
    - (iii) a generator configured to generate presentation data from the template by replacing the set of elements with the retrieved value.
41. (Currently amended) The ~~information~~ system of claim 40, further comprising a client operatively coupled to the application service function ASP through a network, the client ~~being including~~:
- a receiver configured to (i) receive the presentation data from the application service function ASP within a messaging framework message, and (ii)
  - a generator configured to generate display elements at the client based at least in part on the received presentation data.
42. (Currently amended) The ~~information~~ system of claim 40, wherein the ~~application service parser~~ is configured to parse the template with the set of elements where the set of elements is encapsulated in ~~an~~ one or more extended markup language tag tags such that the template is compatible with an XML markup language standard.
43. (Currently amended) The ~~information~~ system of claim 40, further comprising a web server ~~for generating~~ configured to generate web page content, and wherein the application service function is configured to generate web page content from the presentation data.

44. (Currently amended) The ~~information~~ system of claim 41, wherein the client comprises a web client operatively configured to generate a web page at the web client based at least in part on the received presentation data.

45. (Currently amended) The information system of claim 41, wherein the client is configured to receive the presentation data from the application service function ASP within a messaging framework message compatible with a HyperText Transport Protocol (HTTP) standard.

46. (Previously presented) The information system of claim 40, wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.

47.-54. (Cancelled)

55. (New) The method of claim 24, further comprising generating display elements at the client based at least in part on the transmitted template.

56. (New) The method of claim 23, further comprising generating presentation data comprises generating web page content from the template.

57. (New) The medium of claim 31, wherein the method further comprises:  
transmitting the template to a client using a messaging protocol.

58. (New) The medium of claim 31, wherein the parsing of the template comprises parsing the template with the set of elements where the set of elements is encapsulated in one or more extended markup language tags such that the template is compatible with an XML markup language standard.

59. (New) The medium of claim 31, wherein the information processing system comprises a web server for generating web page content.
60. (New) The medium of claim 57, wherein:  
the information processing system comprises a web server for generating web page content;  
the transmitting of the template to the client comprises providing the template to a web client using the messaging protocol; and  
the generating of the display elements comprises generating a web page at the web client based at least in part on the provided template.
61. (New) The medium of claim 31, wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
62. (New) The medium of claim 57, wherein the method further comprises generating display elements at the client based at least in part on the transmitted template.
63. (New) The medium of claim 31, wherein the method further comprises generating presentation data comprises generating web page content from the template.
64. (New) An apparatus for generating presentation data, the apparatus comprising:  
means for parsing a markup-language template to identify a set of elements that form a unique key, wherein the set of elements include a group name, a subgroup name, and a sequence element;  
means for retrieving a value from a data store using the unique key; and  
means for replacing the set of elements in the markup-language template with the retrieved value.
65. (New) The apparatus of claim 64, further comprising:  
means for transmitting the template to a client using a messaging protocol.

66. (New) The apparatus of claim 64, wherein the means for parsing the template are configured to accommodate where the set of elements is encapsulated in one or more extended markup language tags such that the template is compatible with an XML markup language standard.
67. (New) The apparatus of claim 64, further comprising a web server for generating web page content.
68. (New) The apparatus of claim 64, further comprising a web server for generating web page content; and wherein  
the means for transmitting of the template to the client includes means for providing the template to a web client using the messaging protocol; and  
the means for generating of the display elements includes means for generating a web page at the web client based at least in part on the provided template.
69. (New) The apparatus of claim 68, wherein the means for transmitting the template to the web client includes means for providing the template to the web client within the messaging framework message compatible with a HyperText Transport Protocol (HTTP) standard.
70. (New) The apparatus of claim 64, wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
71. (New) The apparatus of claim 65, further comprising means for generating display elements at the client based at least in part on the transmitted template.